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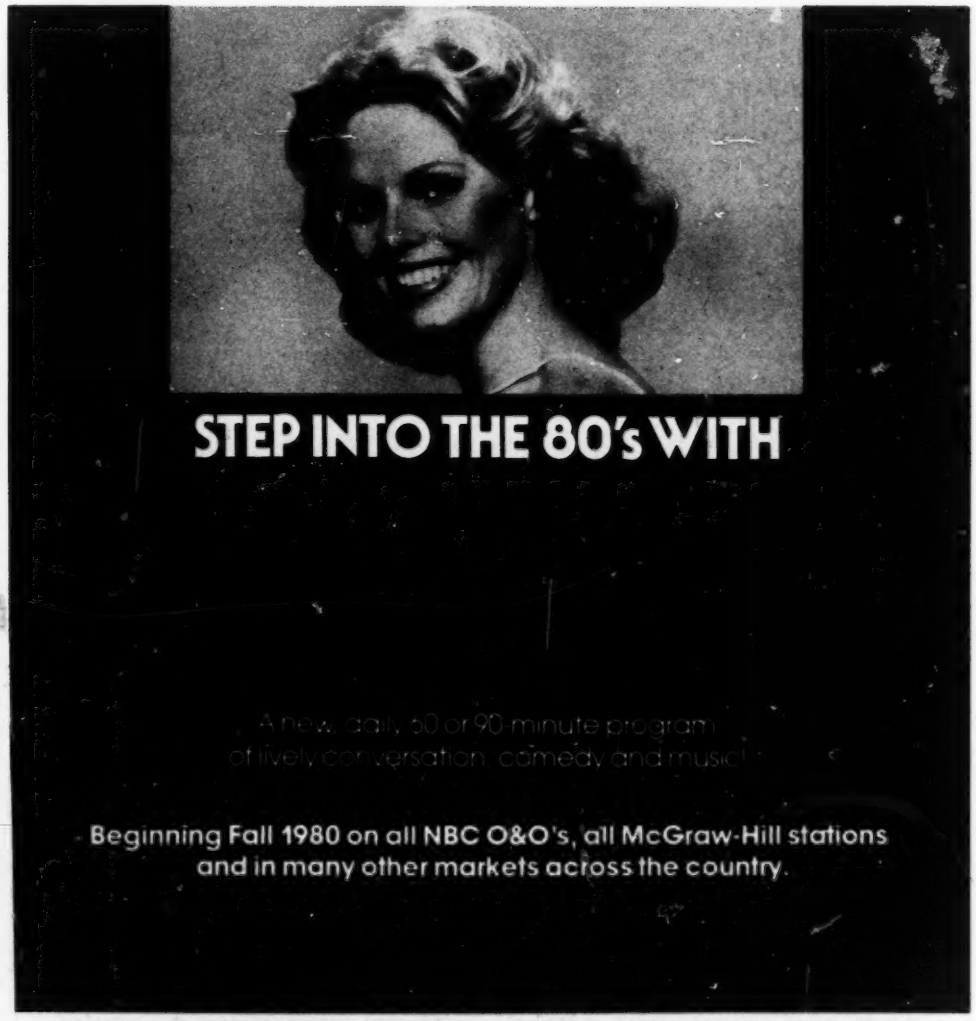
The production bite on the networks
NATPE's programing bazaar by the bay

Broadcasting Feb 11

The newsweekly of broadcasting and allied arts

Our 49th Year 1980


STEP INTO THE 80's WITH
A new, daily 60 or 90 minute program
of lively conversation, comedy and music!
Beginning Fall 1980 on all NBC O&O's, all McGraw-Hill stations
and in many other markets across the country.

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NEWSPAPER

The Week in Brief

TOP OF THE WEEK

PRIME TIME, PRICES ☐ The three commercial TV networks will spend about $39.3 million for a single week of prime-time programing next spring. Here'a a rundown of the programs, producers and costs. **PAGE 31.**

NEWS IN THE NEWS ☐ CBS-TV's premier newsman wants to continue without facing the daily deadline grind of the *Evening News*. That restirs the rumor pot about Rather, Mudd and bidding from other networks. Meanwhile, another question mark: Will 11:30 news become a network-affiliate battleground? **PAGE 32.**

GROUNDED ☐ Despite the threat of a Carter veto, the Senate overwhelmingly votes restrictions on the FTC, including a stop to the children's advertising proceeding. **PAGE 35.**

HOPE ON EQUAL TIME ☐ Substantial support is voiced for a bill that would exempt presidential and vice presidential candidates from Section 315 requirements for paid time. **PAGE 37.**

SPECIAL REPORT

NATPE IN SAN FRANCISCO ☐ More than 3,700 are heading there for the TV conference that begins later this week. The over-all theme will be "Programing in the 80's," but many workshops and meetings will also be devoted to issues that have already confronted broadcasters and programers. **PAGE 39.** A list of the companies that will exhibit, what they offer and who will represent them. **PAGE 46.** The compiete agenda for those eight days in San Francisco. **PAGE 70.**

JOURNALISM

MAKING '60 MINUTES' TICK ☐ Don Hewitt, the CBS behind-the-scenes executive producer, discusses the newsmagazine that is on top of TV's prime-time ratings. **PAGE 76.**

COVERING THE STING ☐ For weeks, NBC's investigative team had been on the story of the FBI operation that involved congressmen and "bribe offers." But it was hard-presssed to beat the competition when the story broke Feb. 2. **PAGE 88.**

PROGRAMING

DEADLOCKED ☐ ABC-TV captures prime-time ratings honors for the week ended Feb. 3. That puts it in a tie with CBS-TV for the season-to-date. **PAGE 92.**

LAW & REGULATION

DOOR CLOSED ☐ The FCC's refusal to reconsider its basic spectrum allocations and policies inhibits the growth of more TV networks. That's the conclusion of a consultant on the commission's network inquiry special staff. **PAGE 100.**

HANDS OFF ☐ Metromedia asks the FCC to exempt from common-carrier status those companies that offer superstation programing. It also points out such programs would be subject to copyright payment. **PAGE 106.**

BACK TO FCC ☐ An appeals court rejects a request of Hollywood producers, actors and writers who opposed the remand of the family-viewing case to the commission. **PAGE 108.**

TECHNOLOGY

TORONTO REPORT ☐ The SMPTE sets up a working group to speed up development of standards for digital television. **PAGE 108.** And one of its applications, teletext, was a hot topic during the two-day meeting. **PAGE 110.**

PROFILE

RAMROD FOR RKO ☐ Launched just last fall, the adult-oriented RKO Radio Network already has 85 affiliates and intends to have 250 by the end of next year. Credit for much of that fast start goes to Tom Burchill, its vice president and general manager, who vows that his future performance will match his past success. **PAGE 153.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Monday Memo

A broadcast advertising commentary from Durelle Durham, president, Durham Associates, Memphis

Thirty minutes of sell that was so soft it passed muster at NAB

If I were to choose the single most important element in successful marketing, I would say it would be information. I am a great believer in education in advertising, particularly with do-it-yourself products.

Without question, education was the secret of what has come to be known as the Formby phenomenon. Curiously, part of our secret at Durham & Associates consisted of advising the client to dispense with TV commercials—but not with television.

Formby, a quality line of furniture refinishing products, was virtually unknown when Durham took over the account several years ago. At the time, Formby had a meager total of 87 dealers in department and hardware stores and home centers scattered mainly throughout the Southeastern section of the nation. The products sold well wherever they were offered in conjunction with actual demonstrations, but with only 87 dealers, total sales were predictably small.

Durham's use of television revolutionized the company's sales pattern. The emphasis, as I have said, was on education. It's the secret of selling, especially with do-it-yourself products. We knew that people were buying Formby products after they saw them used in demonstrations—but you can reach just so many customers in department stores and home centers. Television enabled us to multiply that effect of selling by demonstration many times over.

And multiply it did. After six years of Durham's educational marketing techniques, Formby had 36,000 dealers on its roster. The Formby products had nationwide distribution, recognition and, most significant, sales increases.

How did Formby do it? Without television, the extraordinary achievement wouldn't have been possible.

Prior to coming to Durham, Formby had enjoyed some small success with a 30-minute television show that demonstrated many of the easy ways to restore antiques and abused furniture to original beauty with Formby products. The commercials told viewers exactly where they could purchase the products.

The problem was that although the show was highly educational, it was almost impossible to convince television stations to air the series. Wary of any threat to their licenses, the managements of the stations said that they considered the shows to be 30-minute commercials. That, as everyone knows, is strictly against government guidelines.

Durelle Durham, president of Durham & Associates, Memphis, formed his agency in 1968. Before that Durham worked extensively in broadcasting for more than 15 years, most recently as director of creative services for WHBQ-TV Memphis.

When Durham & Associates took on the account, the agency recommendations were simple. Do more shows, remove all product commercials and simply offer a free Formby Tip Booklet in the commercial breaks.

Durham launched the campaign with a series of 30-minute shows which included easy-to-follow demonstrations of refinishing furniture plus helpful hints and information on household cleaning and maintenance and crafts. There were no commercials. The sell was so soft, in fact, that even the brand names were intentionally blocked out. The purpose clearly was purely educational.

Despite Durham's caution, television stations continued to be reluctant to air the shows. They still saw it as a 30-minute commercial. We solved that problem by taking the show to the National Association of Broadcasters. After we got unqualified NAB approval, the stations were happy to let us buy the time.

Under Durham's direction, the series was designed to have a push-pull effect. Although there were no commercials, participating dealers were mentioned on the air and viewers were invited to stop in to pick up a tip booklet. Dealers liked the idea of free mentions on television so they were happy to cooperate by having Formby products plus supportive point-of-sale materials in their stores.

Initially the series was started in a small market. The results were so spectacular, the next step was to enlarge the exposure to seven cities. From there it went to 21 cities and eventually nationwide.

Film demonstrations figured prominently in the next major project for Formby. After a couple of years in television Durham enlarged the program to include use of on-the-spot, in-store demonstrations with Formby films. A Fairchild film cassette unit was built into a display of Formby products.

Again, the sell was soft and low-key, with demonstrations of the hows and the whys of do-it-yourself techniques. There was, however, a clear commercial message.

Because these demonstrations were in-store rather than on television, the Formby products were used on camera with great effect. The units, called the Formby Furniture Care Centers, did more wonders for sales. In combination with the television series, they helped give Formby products an 82% share of the entire refinishing products market—four times as much as all competitors combined.

Still another form of public service reinforced the now flourishing company's spectacular growth. In addition to showing television audiences "how-to" techniques, viewers were invited to write in to their stations if they had problems which were not covered in the show. They then received solutions to their specific questions. During one year, more than half a million pieces of mail containing problem queries were answered.

Many of the questions followed a similar pattern and could thus be answered by programed typewriters. Others, however, required individualized responses.

The Formby phenomenon may have surprised some but not our agency. It's just one example of what television can do with do-it-yourself advertising.

During the years that the Formby series was aired, it never achieved high ratings or anything but a very narrow section of the viewing audience. While such a showing might be negative for some products, in this case the figures were more than offset by the growth in sales.

Educating consumers about a product is essential and television is a great way to do it. If you have two similar products side by side on the shelf in the store, consumers will buy the brand that they have seen promoted through proper education. We show the process of how a product is used and the results you can get with that product.

We do it with before-and-after pictures, point-of-purchase materials, demonstrations, film cassettes and, of course, with television.

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

*Special temporary authorization

**Includes off-air licenses